

# Advertising - Market Summary, Competitive Analysis and Forecast, 2017-2026 (Global Almanac)

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## Abstracts

Advertising - Market @Summary, Competitive Analysis and Forecast, 2017-2026  
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### SUMMARY

Global Advertising industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

### KEY HIGHLIGHTS

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

As the pandemic crisis keeps affecting every industry differently, data used in this report has been modelled based on up-to-date information about the impact of Covid-19 in the evolution of this specific market.

The global advertising industry had total revenues of \$695.7bn in 2021, representing a compound annual growth rate (CAGR) of 2.3% between 2017 and 2021.

The food, beverage and personal/healthcare segment was the industry's most lucrative in 2021, with total revenues of \$125.1bn, equivalent to 18% of the industry's overall value.

The advertising industry is highly correlated with consumer spending and financial power.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global advertising industry

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global advertising industry

Leading company profiles reveal details of key advertising industry players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global advertising industry with five year forecasts

## **REASONS TO BUY**

What was the size of the global advertising industry by value in 2021?

What will be the size of the global advertising industry in 2026?

What factors are affecting the strength of competition in the global advertising industry?

How has the industry performed over the last five years?

What are the main segments that make up the global advertising industry?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive Landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL ADVERTISING**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 ADVERTISING IN ASIA-PACIFIC**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

### **6 ADVERTISING IN EUROPE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 ADVERTISING IN FRANCE**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 ADVERTISING IN GERMANY**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 ADVERTISING IN AUSTRALIA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation

12.4. Market outlook

12.5. Five forces analysis

## **13 MACROECONOMIC INDICATORS**

13.1. Country data

## **14 ADVERTISING IN BRAZIL**

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

## **15 MACROECONOMIC INDICATORS**

15.1. Country data

## **16 ADVERTISING IN CANADA**

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

## **17 MACROECONOMIC INDICATORS**

17.1. Country data

## **18 ADVERTISING IN CHINA**

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 ADVERTISING IN INDIA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

## **22 ADVERTISING IN INDONESIA**

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 ADVERTISING IN ITALY**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

## **26 ADVERTISING IN JAPAN**

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

- 27.1. Country data

## **28 ADVERTISING IN MEXICO**

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

- 29.1. Country data

## **30 ADVERTISING IN THE NETHERLANDS**

- 30.1. Market Overview
- 30.2. Market Data
- 30.3. Market Segmentation
- 30.4. Market outlook
- 30.5. Five forces analysis

## **31 MACROECONOMIC INDICATORS**

- 31.1. Country data

## **32 ADVERTISING IN NORTH AMERICA**

- 32.1. Market Overview
- 32.2. Market Data
- 32.3. Market Segmentation
- 32.4. Market outlook
- 32.5. Five forces analysis

### **33 ADVERTISING IN RUSSIA**

- 33.1. Market Overview
- 33.2. Market Data
- 33.3. Market Segmentation
- 33.4. Market outlook
- 33.5. Five forces analysis

### **34 MACROECONOMIC INDICATORS**

- 34.1. Country data

### **35 ADVERTISING IN SCANDINAVIA**

- 35.1. Market Overview
- 35.2. Market Data
- 35.3. Market Segmentation
- 35.4. Market outlook
- 35.5. Five forces analysis

### **36 ADVERTISING IN SINGAPORE**

- 36.1. Market Overview
- 36.2. Market Data
- 36.3. Market Segmentation
- 36.4. Market outlook
- 36.5. Five forces analysis

### **37 MACROECONOMIC INDICATORS**

- 37.1. Country data

### **38 ADVERTISING IN SOUTH AFRICA**



- 38.1. Market Overview
- 38.2. Market Data
- 38.3. Market Segmentation
- 38.4. Market outlook
- 38.5. Five forces analysis

## **39 MACROECONOMIC INDICATORS**

- 39.1. Country data

## **40 ADVERTISING IN SOUTH KOREA**

- 40.1. Market Overview
- 40.2. Market Data
- 40.3. Market Segmentation
- 40.4. Market outlook
- 40.5. Five forces analysis

## **41 MACROECONOMIC INDICATORS**

- 41.1. Country data

## **42 ADVERTISING IN SPAIN**

- 42.1. Market Overview
- 42.2. Market Data
- 42.3. Market Segmentation
- 42.4. Market outlook
- 42.5. Five forces analysis

## **43 MACROECONOMIC INDICATORS**

- 43.1. Country data

## **44 ADVERTISING IN TURKEY**

- 44.1. Market Overview
- 44.2. Market Data

44.3. Market Segmentation

44.4. Market outlook

44.5. Five forces analysis

## **45 MACROECONOMIC INDICATORS**

45.1. Country data

## **46 ADVERTISING IN THE UNITED KINGDOM**

46.1. Market Overview

46.2. Market Data

46.3. Market Segmentation

46.4. Market outlook

46.5. Five forces analysis

## **47 MACROECONOMIC INDICATORS**

47.1. Country data

## **48 ADVERTISING IN THE UNITED STATES**

48.1. Market Overview

48.2. Market Data

48.3. Market Segmentation

48.4. Market outlook

48.5. Five forces analysis

## **49 MACROECONOMIC INDICATORS**

49.1. Country data

## **50 COMPANY PROFILES**

50.1. Havas SA

50.2. Hakuhodo DY Holdings Inc

50.3. The Interpublic Group of Companies, Inc.

50.4. Asatsu-DK Inc.

50.5. Dentsu, Inc.

- 50.6. Publicis Groupe SA
- 50.7. Cheil Worldwide Inc.
- 50.8. GIIIR Corporation
- 50.9. Innocean Worldwide Inc.
- 50.10. Lotte Holdings Co Ltd
- 50.11. WPP plc
- 50.12. Omnicom Group, Inc.

## **51 APPENDIX**

- 51.1. Methodology
- 51.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Global advertising industry value: \$ billion, 2017-21

Table 2: Global advertising industry category segmentation: % share, by value, 2017-2021

Table 3: Global advertising industry category segmentation: \$ billion, 2017-2021

Table 4: Global advertising industry geography segmentation: \$ billion, 2021

Table 5: Global advertising industry value forecast: \$ billion, 2021-26

Table 6: Global size of population (million), 2017-21

Table 7: Global gdp (constant 2005 prices, \$ billion), 2017-21

Table 8: Global gdp (current prices, \$ billion), 2017-21

Table 9: Global inflation, 2017-21

Table 10: Global consumer price index (absolute), 2017-21

Table 11: Global exchange rate, 2017-21

Table 12: Asia-Pacific advertising industry value: \$ billion, 2017-21

Table 13: Asia-Pacific advertising industry category segmentation: % share, by value, 2017-2021

Table 14: Asia-Pacific advertising industry category segmentation: \$ billion, 2017-2021

Table 15: Asia-Pacific advertising industry geography segmentation: \$ billion, 2021

Table 16: Asia-Pacific advertising industry value forecast: \$ billion, 2021-26

Table 17: Europe advertising industry value: \$ billion, 2017-21

Table 18: Europe advertising industry category segmentation: % share, by value, 2017-2021

Table 19: Europe advertising industry category segmentation: \$ billion, 2017-2021

Table 20: Europe advertising industry geography segmentation: \$ billion, 2021

Table 21: Europe advertising industry value forecast: \$ billion, 2021-26

Table 22: Europe size of population (million), 2017-21

Table 23: Europe gdp (constant 2005 prices, \$ billion), 2017-21

Table 24: Europe gdp (current prices, \$ billion), 2017-21

Table 25: Europe inflation, 2017-21

Table 26: Europe consumer price index (absolute), 2017-21

Table 27: Europe exchange rate, 2017-21

Table 28: France advertising industry value: \$ million, 2017-21

Table 29: France advertising industry category segmentation: % share, by value, 2017-2021

Table 30: France advertising industry category segmentation: \$ million, 2017-2021

Table 31: France advertising industry geography segmentation: \$ million, 2021

Table 32: France advertising industry value forecast: \$ million, 2021-26
Table 33: France size of population (million), 2017-21
Table 34: France gdp (constant 2005 prices, \$ billion), 2017-21
Table 35: France gdp (current prices, \$ billion), 2017-21
Table 36: France inflation, 2017-21
Table 37: France consumer price index (absolute), 2017-21
Table 38: France exchange rate, 2017-21
Table 39: Germany advertising industry value: \$ million, 2017-21
Table 40: Germany advertising industry category segmentation: % share, by value, 2017-2021
Table 41: Germany advertising industry category segmentation: \$ million, 2017-2021
Table 42: Germany advertising industry geography segmentation: \$ million, 2021
Table 43: Germany advertising industry value forecast: \$ million, 2021-26
Table 44: Germany size of population (million), 2017-21
Table 45: Germany gdp (constant 2005 prices, \$ billion), 2017-21
Table 46: Germany gdp (current prices, \$ billion), 2017-21
Table 47: Germany inflation, 2017-21
Table 48: Germany consumer price index (absolute), 2017-21
Table 49: Germany exchange rate, 2017-21
Table 50: Australia advertising industry value: \$ million, 2017-21
Table 51: Australia advertising industry category segmentation: % share, by value, 2017-2021
Table 52: Australia advertising industry category segmentation: \$ million, 2017-2021
Table 53: Australia advertising industry geography segmentation: \$ million, 2021
Table 54: Australia advertising industry value forecast: \$ million, 2021-26
Table 55: Australia size of population (million), 2017-21
Table 56: Australia gdp (constant 2005 prices, \$ billion), 2017-21
Table 57: Australia gdp (current prices, \$ billion), 2017-21
Table 58: Australia inflation, 2017-21
Table 59: Australia consumer price index (absolute), 2017-21
Table 60: Australia exchange rate, 2017-21
Table 61: Brazil advertising industry value: \$ million, 2017-21
Table 62: Brazil advertising industry category segmentation: % share, by value, 2017-2021
Table 63: Brazil advertising industry category segmentation: \$ million, 2017-2021
Table 64: Brazil advertising industry geography segmentation: \$ million, 2021
Table 65: Brazil advertising industry value forecast: \$ million, 2021-26
Table 66: Brazil size of population (million), 2017-21
Table 67: Brazil gdp (constant 2005 prices, \$ billion), 2017-21

Table 68: Brazil gdp (current prices, \$ billion), 2017-21

Table 69: Brazil inflation, 2017-21

Table 70: Brazil consumer price index (absolute), 2017-21

Table 71: Brazil exchange rate, 2017-21

Table 72: Canada advertising industry value: \$ million, 2017-21

Table 73: Canada advertising industry category segmentation: % share, by value, 2017-2021

Table 74: Canada advertising industry category segmentation: \$ million, 2017-2021

## List Of Figures

### LIST OF FIGURES

Figure 1: Global advertising industry value: \$ billion, 2017-21

Figure 2: Global advertising industry category segmentation: \$ billion, 2017-2021

Figure 3: Global advertising industry geography segmentation: % share, by value, 2021

Figure 4: Global advertising industry value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the global advertising industry, 2021

Figure 6: Drivers of buyer power in the global advertising industry, 2021

Figure 7: Drivers of supplier power in the global advertising industry, 2021

Figure 8: Factors influencing the likelihood of new entrants in the global advertising industry, 2021

Figure 9: Factors influencing the threat of substitutes in the global advertising industry, 2021

Figure 10: Drivers of degree of rivalry in the global advertising industry, 2021

Figure 11: Asia-Pacific advertising industry value: \$ billion, 2017-21

Figure 12: Asia-Pacific advertising industry category segmentation: \$ billion, 2017-2021

Figure 13: Asia-Pacific advertising industry geography segmentation: % share, by value, 2021

Figure 14: Asia-Pacific advertising industry value forecast: \$ billion, 2021-26

Figure 15: Forces driving competition in the advertising industry in Asia-Pacific, 2021

Figure 16: Drivers of buyer power in the advertising industry in Asia-Pacific, 2021

Figure 17: Drivers of supplier power in the advertising industry in Asia-Pacific, 2021

Figure 18: Factors influencing the likelihood of new entrants in the advertising industry in Asia-Pacific, 2021

Figure 19: Factors influencing the threat of substitutes in the advertising industry in Asia-Pacific, 2021

Figure 20: Drivers of degree of rivalry in the advertising industry in Asia-Pacific, 2021

Figure 21: Europe advertising industry value: \$ billion, 2017-21

Figure 22: Europe advertising industry category segmentation: \$ billion, 2017-2021

Figure 23: Europe advertising industry geography segmentation: % share, by value, 2021

Figure 24: Europe advertising industry value forecast: \$ billion, 2021-26

Figure 25: Forces driving competition in the advertising industry in Europe, 2021

Figure 26: Drivers of buyer power in the advertising industry in Europe, 2021

Figure 27: Drivers of supplier power in the advertising industry in Europe, 2021

Figure 28: Factors influencing the likelihood of new entrants in the advertising industry in Europe, 2021

Figure 29: Factors influencing the threat of substitutes in the advertising industry in Europe, 2021

Figure 30: Drivers of degree of rivalry in the advertising industry in Europe, 2021

Figure 31: France advertising industry value: \$ million, 2017-21

Figure 32: France advertising industry category segmentation: \$ million, 2017-2021

Figure 33: France advertising industry geography segmentation: % share, by value, 2021

Figure 34: France advertising industry value forecast: \$ million, 2021-26

Figure 35: Forces driving competition in the advertising industry in France, 2021

Figure 36: Drivers of buyer power in the advertising industry in France, 2021

Figure 37: Drivers of supplier power in the advertising industry in France, 2021

Figure 38: Factors influencing the likelihood of new entrants in the advertising industry in France, 2021

Figure 39: Factors influencing the threat of substitutes in the advertising industry in France, 2021

Figure 40: Drivers of degree of rivalry in the advertising industry in France, 2021

Figure 41: Germany advertising industry value: \$ million, 2017-21

Figure 42: Germany advertising industry category segmentation: \$ million, 2017-2021

Figure 43: Germany advertising industry geography segmentation: % share, by value, 2021

Figure 44: Germany advertising industry value forecast: \$ million, 2021-26

Figure 45: Forces driving competition in the advertising industry in Germany, 2021

Figure 46: Drivers of buyer power in the advertising industry in Germany, 2021

Figure 47: Drivers of supplier power in the advertising industry in Germany, 2021

Figure 48: Factors influencing the likelihood of new entrants in the advertising industry in Germany, 2021

Figure 49: Factors influencing the threat of substitutes in the advertising industry in Germany, 2021

Figure 50: Drivers of degree of rivalry in the advertising industry in Germany, 2021

Figure 51: Australia advertising industry value: \$ million, 2017-21

Figure 52: Australia advertising industry category segmentation: \$ million, 2017-2021

Figure 53: Australia advertising industry geography segmentation: % share, by value, 2021

Figure 54: Australia advertising industry value forecast: \$ million, 2021-26

Figure 55: Forces driving competition in the advertising industry in Australia, 2021

Figure 56: Drivers of buyer power in the advertising industry in Australia, 2021

Figure 57: Drivers of supplier power in the advertising industry in Australia, 2021

Figure 58: Factors influencing the likelihood of new entrants in the advertising industry in Australia, 2021



Figure 59: Factors influencing the threat of substitutes in the advertising industry in Australia, 2021

Figure 60: Drivers of degree of rivalry in the advertising industry in Australia, 2021

Figure 61: Brazil advertising industry value: \$ million, 2017-21

Figure 62: Brazil advertising industry category segmentation: \$ million, 2017-2021

Figure 63: Brazil advertising industry geography segmentation: % share, by value, 2021

Figure 64: Brazil advertising industry value forecast: \$ million, 2021-26

Figure 65: Forces driving competition in the advertising industry in Brazil, 2021

Figure 66: Drivers of buyer power in the advertising industry in Brazil, 2021

Figure 67: Drivers of supplier power in the advertising industry in Brazil, 2021

Figure 68: Factors influencing the likelihood of new entrants in the advertising industry in Brazil, 2021

Figure 69: Factors influencing the threat of substitutes in the advertising industry in Brazil, 2021

Figure 70: Drivers of degree of rivalry in the advertising industry in Brazil, 2021

Figure 71: Canada advertising industry value: \$ million, 2017-21

Figure 72: Canada advertising industry category segmentation: \$ million, 2017-2021

Figure 73: Canada advertising industry geography segmentation: % share, by value, 2021

Figure 74: Canada advertising industry value forecast: \$ million, 2021-26

Figure 75: Forces driving competition in the advertising industry in Canada, 2021

Figure 76: Drivers of buyer power in the advertising industry in Canada, 2021

Figure 77: Drivers of supplier power in the advertising industry in Canada, 2021

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